

Message Text

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TO AMCONSUL MELBOURNE

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E.O. 11652: N/A

TAGS:BEXP, BTRA, AS

SUBJECT:REQUEST FOR BUSINESS INFORMATION

1. AS REQUESTED REFTTEL, FOLLOWING ARE IDENTIFIED CHICAGO FURNITURE OFFICIALS: (A) MS. BERNICE FEINSTEIN, THE MERCHANDIS MART, 830, MERCHANDISE MART PLAZA, CHICAGO, ILLINOIS 60654, PHONE: (312) 527-4141; (B) MR. ROBERT LARSON, DIRECTOR, PUBLIC RELATIONS; RM. THOMAS J. LYMAN, VICE PRESIDENT, AMERICAN MART CORPORTATION, 666 N. LAKESHORE DR., CHICAGO, ILLINOIS 60611, PHONE: (312) 787-4100 (FORMERLY KNOWN AS AMERICAN FURNITURE MART); (C) MR. SPENCER JOHNSON, NATIONAL HOME FURNISHINGS ASSOCIATION, (NHFA) 1150 MERCHANDISE MART, CHICAGO, ILLINOIS 60654, PHONE : (312) 527-3070. NHFA REPRESENTS FURNITURE RETAILERS. SUGGEST THEM AS PRIMARY CONTACT FOR WAREHOUSE SHOWROOM RETAILER AND SPECIALIST CONSULTANT INDTRDUCT-IONS.

2. WAREHOUSE SHOWROOM RETAILERS (WSR) IN CHICAGO AREA SUGGEST DIRECTOR VISIT WICKES (NATIONAL CHAIN) AND HOMEMAKERS (REGIONAL CHAIN). LEVITZ NOT CURRENTLY IN CHICAGO. MOST CONCENTRATED GROUP OF WSR LOCATED HOUSTON, TEXAS AREA. FIVE CHAINS (LEVITZ, CROSS-UNCLASSIFIED

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ROADS, FINGER FURNITURE, STAR FURNITURE, MANGURIANS) REPRESENTED.

THREE WITHIN MILE EACH OTHER. EXCELLENT DISPLAY OF FIERCE COMPETITION. IF DIRECTOR DOES NOT GO TO HOUSTON BUT IS IN LOS ANGELES OR SAN FRANCISCO, SUGGEST HE VISIT LEVITZ AND R-B FURNITURE IN LOS ANGELES OR LEVITZ AND BREUNER IN SAN FRANCISCO AREA.

3. SPECIALIST CONSULTANTS, CHARLES GUTSELL, HOME FURNISHINGS CONSULTANTS, 666 N. LAKESHORE DRIVE, CHICAGO, ILLINOIS 60611, PHONE, (312) 787-4114; FRANK VIGNOLA, VIGNOLA AND ASSOCIATES, 335 SHERIDAN ROAD, WINNETKA, ILLINOIS 60093. PHONE, (312) 446-8743. NHFA HAS MOST COMPLETE RESEARCH STUDY ON WSR CONCEPT AND OPERATIONS. COPY WILL BE MADE AVAILABLE DIRECTOR ON HIS VISIT. AUTHOR OF STUDY LIVES NEAR LOS ANGELES. NHFA WILL ATTEMPT ARRANGE FOR DIRECTOR MEET AUTHOR IN CALIFORNIA, IF DESIRED. ALSO NHFA HAS WSR SPECIALISTS ON STAFF IN CHICAGO AND WILL MAKE THEM AVAILABLE TO DIRECTOR.

4. COMMERCE PROJECT OFFICER, JOHN VOTTA, OED/BIC, (202) 967-2068.
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